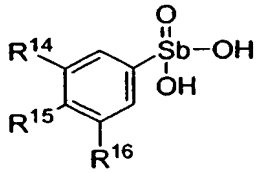
WHAT IS CLAIMED IS:

1. A method of inhibiting replication of a virus, said method comprising: contacting a nucleocapsid protein of the virus with a compound having the formula:



wherein

R^{14}, R^{15} and R^{16} are members independently selected from H, NO_2, $Sb(O)(OH)_2$, OR^{17}, SR^{17}, CN, $NR^{17}R^{18}$, COR^{18}, substituted or unsubstituted alkyl and substituted or unsubstituted heteroalkyl

wherein

R^{17} and R^{18} are members independently selected from H, OR^{19}, $C(O)R^{19}$, and $NR^{19}R^{20}$

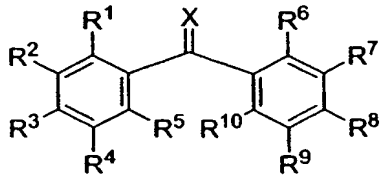
wherein

R^{19} and R^{20} are members independently selected from H, substituted or unsubstituted alkyl and substituted or unsubstituted heteroalkyl,

with the proviso that at least one of R^{14}, R^{15} and R^{16} is other than H.

2. The method according to claim 1, wherein at least one of R^{14}, R^{15} and R^{16} comprises a member selected from carboxylic acid, carboxylic acid ester, and carboxylic acid amide.

3. A method of inhibiting replication of a virus, said method comprising: contacting a nucleocapsid protein of the virus with a compound having the formula:



wherein

R^1, R^2, R^3, R^4, R^5, R^6, R^7, R^8, R^9, and R^{10} are members independently selected from H, substituted or unsubstituted alkyl, substituted or unsubstituted heteroalkyl, CN, OR^{11}, COR^{12}, $NR^{11}R^{13}$, and $CONR^{11}R^{13}$

wherein

R^{11} and R^{13} are members independently selected from H, substituted or unsubstituted alkyl, and substituted or unsubstituted heteroalkyl;

R^{12} is a member selected from H, and OR^{13}; and

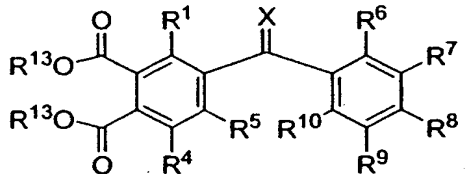
X is a member selected from O, S, and NR^X

wherein

R^X is a member selected from H, substituted or unsubstituted alkyl and substituted or unsubstituted heteroalkyl,

with the proviso that at least three of R^1, R^2, R^3, R^4, R^5, R^6, R^7, R^8, R^9, and R^{10} are $COOR^{13}$.

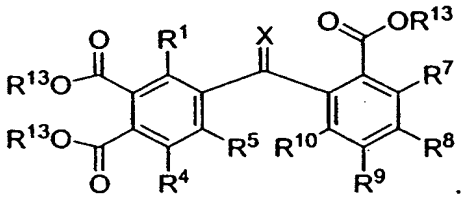
4. The method of claim 3, wherein the compound has the formula:



wherein

at least one of R^6, R^7, R^8, R^9, and R^{10} is $COOR^{13}$ and each R^{13} is independently selected.

5. The method of claim 4, wherein the compounds has the formula:



6. The method of claim 5, wherein X is O.

7. The method according to claim 1 or claim 4, wherein the virus is a lentivirus.

8. The method of claim 7, wherein the lentivirus is an HIV-1, an HIV-2, or an HTLV-1.

9. The method according to claim 1 or claim 4, wherein the contacting step occurs *in vivo*.

10. The method according to claim 1 or claim 4, wherein the method further comprises contacting the virus with an anti-viral agent different from the compounds set out in claim 1.

11. The method of claim 10, wherein said anti-viral agent is a anti-retroviral agent that is a nucleotide analogue or a protease inhibitor.

12. The method of claim 11, wherein said anti-retroviral agent is a nucleotide analogue.

13. The method of claim 12, wherein the nucleotides analogue is selected from the group consisting of an AZT, a ddCTP or a DDI analogue.

14. The method of claim 11, wherein the anti-retroviral agent is a protease inhibitor.

15. The method of claim 1 or claim 4, wherein said compound is administered to a human as a pharmaceutical formulation.

16. The method of claim 15, wherein said compound is administered intra-vaginally or intra-rectally to inhibit the transmission of the virus.

17. The method of claim 15, wherein said compound is administered to an animal as a veterinary pharmaceutical formulation.

18. A pharmaceutical formulation comprising a unit dose of a compound set out in claim 1 or claim 4.

19. The pharmaceutical formulation of claim 18, further comprising a pharmaceutical excipient.